



## Building our Beauty Empire

The year was 1978. Sa Sa began with a 40 square feet cosmetics counter. We had a dream, a vision, a belief – *making life beautiful* – to offer comprehensive beauty solutions to our customers. Through our dedication, commitment and passion, we have become the leading cosmetics retailer in Asia.

Today, as we prepare to step into our 35<sup>th</sup> anniversary, we have finally arrived at the palace of our beauty empire, ready for a glamorous ball to celebrate our shared success with our customers and stakeholders who have supported us along the way.

But far from the end, this is just the beginning of our pursuit of beauty.

